GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA

STARRED QUESTION NO:32
ANSWERED ON:21.11.2000
IMPROVEMENT IN HANDICRAFTS TO SOLVE RURAL UNEMPLOYMENT
VUKKALA RAJESWARAMMA

Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) the details of the schemes to solve the problem of unemployment of village craftsmen engaged in handicrafts;

(b) the existing schemes of the Government in regard to improvement of handicrafts in villages; and

(c) the steps taken or proposed to be taken to solve the rural unemployment by encouraging handicraft, in villages?

Answer

MINISTER OF RURAL DEVELOPMENT (SHRI M.VENKAIAH NAIDU)

(a) to (c) : - A Statement is laid on the Table of the House.

Statement referred to in Reply to Lok Sabha Starred Question No. 32 due on 21st November, 2000.

The Schemes implemented to tackle the problem of unemployment of village artisans engaged in handicrafts and for the improvement of village handicrafts include the following :-

(i) The Swarnjayanti Gram Swarozgar Yojana (SGSY)

(ii) Training for Up-gradation of skills of the existing Craft-persons and imparting skills to new Craft-persons

(iii) Design and Technology Development

(iv) Marketing and Market Development Support

(v) Craft Development Centres and Common Facility Service Centres in identified crafts pockets

(vi) Exhibitions and Publicity

(vii) Surveys , Studies and Special Census Programme

(viii) Revival of Languishing Crafts
(ix) National Awards
(x) Social Security Schemes like work-shed and work-shed-cum-housing, Group Insurance, Health package, Insurance, and
(xi) Special Projects for Handicrafts

2. The objective of the SGSY is to bring every assisted poor family, including Rural Artisans (Swarozgaris), above the Poverty Line by providing income-generating assets and self-employment through a mix of Bank Credit and Subsidy, organization of the poor into Self Help Groups, Training, Technology, Infrastructure and Marketing. The objective of the Training scheme is to expand the production base of Crafts, especially those with high market/ export demand and to revive languishing Crafts. Under the Design and Technology Development Scheme, various Centres have been set up to undertake development of new designs, technology andtools and implements.

3. The Scheme for Marketing and Market Development Support envisages measures to develop, expand and sustain marketing of handicrafts with the objective of augmenting the employment and income of craft-persons through Extension Centres and assistance for marketing, raw material, credit and design development. The Craft Development Centres and Common Facility Service

Centres in identified crafts pockets provide extension services in respect of design guidance, supply of raw material, common facility services and marketing network with the underlying idea of providing a package of inputs to clusters of artisans under a single umbrella. Under the Exhibition and Publicity Scheme, besides sponsoring Exhibitions in India (and abroad) under the Cultural Exchange Programme with different countries for commercial promotion of Indian Handicrafts, financial assistance is extended to Corporations, Co-operatives and Voluntary Organisations to organize Exhibitions, bring out Publicity Materials like Catalogues/Folders/ Brochures and for the production of short duration video films. The Surveys, Studies and Special Census Programme aims at having a regular system of feedback on economic, social, aesthetic and promotional aspects of various handicrafts and craft persons and also to build up a reliable data base.

4. Similarly, financial assistance is provided to Voluntary Organisations and Apex Cooperative Societies for identification, survey and revival of languishing Crafts through measures such as Design Development, Training, Pilot Projects, Exhibition and Publicity.Under the National Awards Scheme , outstanding Crafts-persons and Weavers are conferred recognition through National Awards. The Social Security Schemes handle the welfare of the crafts-persons through various measures like assistance for work-sheds, work-shed-cum-housing and Group Insurance Scheme. Old Age and Infirmity Pensions are provided to the National Awardees Master Craft-persons after attaining the age of sixty years and in indigent circumstances. There are also three UNDP -assisted Special Projects in Wood, Cane & Bamboo, and Carpet (hand knotted crafts) for focussed development of these crafts which, inter-alia, cover areas like design, technology, new tools, production and training.

5. The overall impact of the various Schemes being implemented has enhanced employment opportunities for artisans pursuing various handicraft activities in the villages and the rural areas.